

Talaat Moustafa Group Launches ‘The Spine’ as AI-Driven Business Hub in Egypt

April 20, 2026



Talaat Moustafa Group (TMG) has unveiled *The Spine*, a major new development in Egypt’s New Administrative Capital, positioning the project as a next-generation business and economic hub designed to attract global investment.

The launch, announced at a press conference attended by Prime Minister Dr Mostafa Madbouly, marks one of the region’s most ambitious urban developments, with total investment exceeding EGP 1.4 trillion.

Hisham Talaat, CEO and Managing Director of TMG, described the project as a significant step forward in smart city development, highlighting its reliance on artificial intelligence and its role as the first “cognitive city” in Egypt and the wider Middle East.

“The Spine” is designed as an integrated economic platform, expected to contribute around 1% to Egypt’s GDP while generating approximately EGP 818 billion in tax revenues. The project is also projected to create 55,000 direct jobs and a further 100,000 indirect roles.

At its core, the development aims to combine technology, infrastructure and investment incentives to attract multinational companies and position Egypt as a competitive destination for global business.

Talaat noted that the project reflects a broader shift in urban development, moving beyond traditional real estate models toward fully integrated economic ecosystems.

He emphasised that the goal is “not just to create a new project, but to establish an integrated economic destination connecting capital, opportunities, technology, and human capital,” describing it as a platform capable of generating long-term economic value.

Investment and infrastructure focus

A key component of the project is the creation of a Special Investment Zone (SIZ), offering streamlined regulations, simplified procedures and dedicated customs frameworks aimed at attracting foreign direct investment. The zone will also feature advanced digital infrastructure to support rapid company setup and operations.

The development will include approximately 165 towers spanning residential, commercial and hospitality uses, alongside extensive green spaces covering around 70% of the total area.

Sustainability has been positioned as a central feature, with a focus on reducing carbon emissions, improving environmental quality and creating a low-noise urban environment aligned with modern public health standards.

The project will also introduce what TMG describes as the world's first fully underground logistics network, designed to improve operational efficiency and reduce surface-level congestion.

Healthcare and long-term vision

As part of the wider development, a major healthcare facility is being delivered in partnership with Houston Methodist Hospital, with the new hospital in Madinaty expected to open in April 2027. The project will include insurance coverage exceeding EGP 30 billion.

Talaat highlighted that *The Spine* has been developed following five years of studies conducted with international consultancies, aiming to create a globally competitive business environment capable of meeting evolving market demands.

He also pointed to shifting geopolitical dynamics and increasing competition for investment, positioning the project as part of Egypt's broader economic strategy.

The full development is expected to be completed in phases, with TMG continuing to invite investors and business leaders to participate in what it describes as one of the region's most significant economic platforms.

The project underscores growing confidence in Egypt's private sector-led development model and its ambition to deliver large-scale, technology-enabled urban centres capable of driving long-term economic growth.